AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application.

1.   (*currently amended*) A method for managing asset tracking information related to a~~n~~ ~~particular~~ asset item within a supply chain, the supply chain comprising a plurality of supplier entities capable of accessing a~~n~~ independent ~~centralized asset tracking~~ datastore, the method comprising:

(a)   associating the asset item with an identification code that is unique to the asset item;

~~(a)~~(b)   recording information pertaining to the ~~particular~~ asset item in ~~an~~ the independent datastore, the information being provided by an upstream supplier entity;

~~(b)   identifying the particular asset with a Universal Resource Locator (URL);~~

(c)   associating the recorded information from the upstream supplier entity with the identification code ~~unique URL~~;

(d)   recording additional information pertaining to the ~~particular~~ asset item in the independent datastore, the additional information being provided by a downstream supplier entity;~~and~~

(e)   associating the ~~recorded~~ additional information from the downstream supplier entity with the ~~unique URL~~ identification code; and

(f)   accessing at least one of the recorded information and the additional information via a Universal Resource Locator (URL), the URL formed based on the identification code.

2.   (*currently amended*) The method of claim 1, wherein act ~~(a)~~ (b) comprises:
creating a record within a database; and
entering information provided by the upstream supplier entity into the record.

3.   (*canceled*)

4.   (*previously presented*) The method of claim 2, wherein the URL corresponds to a resource comprising a Web page that is populated with at least a subset of the information in the record.

5.   (*original*) The method of claim 4, wherein act (d) comprises:

opening the record within the database; and

entering information provided by the downstream supplier entity into the record.

6.   (*original*) The method of claim 5 wherein act (e) comprises:

constructing a definition for the webpage, such that the webpage is populated with at least a subset of the information provided by the downstream supplier.

7.   (*currently amended*) A method for managing asset tracking information related to ~~particular~~ assets within a supply chain, the supply chain comprising a plurality of supplier entities capable of accessing a centralized asset tracking datastore, the method comprising:

(a)   recording information pertaining to a first ~~particular~~ asset <u>item</u>, the information being provided by an upstream supplier entity;

(b)   identifying the first ~~particular~~ asset <u>item</u> with a first ~~unique~~ Universal Resource Locator (URL) <u>that is unique to the first asset item</u>;

(c)   associating the recorded information from the upstream supplier entity with the first ~~unique~~ URL;

(d)   recording information pertaining to a second ~~particular~~ asset <u>item</u>, the information being provided by a downstream supplier entity, the second ~~particular~~ asset <u>item</u> possessing the first ~~particular~~ asset <u>item</u> as a constituent;

(e)   identifying the second ~~particular~~ asset <u>item</u> with a second ~~unique~~ URL <u>that is unique to the second asset item</u>;

(f)   associating the recorded information from the downstream supplier entity with the second ~~unique~~ URL; and

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(g)   associating the first ~~unique~~ URL with the second ~~unique~~ URL.

8.   (*canceled*)

9.   (*canceled*)

10.   (*currently amended*) The method of claim 7, wherein the first ~~unique~~ URL corresponds to a first resource comprising a first Web page and the second ~~unique~~ URL corresponds to a second resource comprising a second Web page, the first Web page including a hyperlink pointing to the second Web page.

11.   (*previously presented*) The method of claim 10, wherein the second Web page includes a hyperlink pointing to the first Web page.

12.   (*currently amended*) A method for providing asset tracking information related to a~~n~~ ~~particular~~ asset <u>item</u> within a supply chain, the supply chain comprising a plurality of supplier entities capable of accessing a centralized asset tracking datastore, the method comprising:

(a)   receiving ~~a particular~~ <u>the</u> asset <u>item</u> from an upstream supplier<u>, the asset item associated with a unique identifier</u>;

(b)   deriving from the ~~particular~~ asset <u>item</u> a ~~unique~~ Universal Resource Locator (URL)<u> based on the unique identifier</u>;

(c)   gathering information pertaining to the ~~particular~~ asset <u>item</u>;

(d)   associating the information with the ~~unique~~ URL; and

(e)   transmitting the information, associated with the ~~unique~~ URL to the centralized asset tracking datastore.

13.   (*currently amended*) The method of claim 12, wherein act (b) comprises: reading the ~~unique~~ URL printed upon the ~~particular~~ asset <u>item</u>.

14. (*currently amended*) The method of claim 12, wherein act (b) comprises:

reading the ~~unique~~ URL printed upon a tag attached to the ~~particular~~ asset <u>item</u>.

15. (*currently amended*) The method of claim 12, wherein act (b) comprises:

reading the ~~unique~~ URL printed upon packaging associated with the ~~particular~~ asset <u>item</u>.

16. (*currently amended*) The method of claim 12, wherein act (b) comprises:

optically scanning the ~~unique~~ URL encoded in an optically scannable format, printed on a medium associated with the ~~particular~~ asset <u>item</u>.

17. (*currently amended*) The method of claim 12, wherein act (b) comprises:

optically scanning the ~~unique~~ URL encoded in an optically scannable format, printed upon the ~~particular~~ asset <u>item</u>.

18. (*currently amended*) The method of claim 12, wherein act (b) comprises:

magnetically scanning the ~~unique~~ URL encoded in a magnetically scanable format, disposed on a medium associated with the ~~particular~~ asset <u>item</u>.

19. (*currently amended*) The method of claim 12, wherein act (b) comprises:

magnetically scanning the ~~unique~~ URL encoded in a magnetically scanable format, disposed upon the ~~particular~~ asset <u>item</u>.

20. (*currently amended*) The method of claim 12, wherein acts (d) and (e) comprise:

entering the information into a webpage, the webpage being uniquely associated with the ~~particular~~ asset <u>item</u>.

21.   (*currently amended*) A method for accessing asset tracking information related to a~~n~~ ~~particular~~ asset item within a supply chain, the supply chain comprising a plurality of supplier entities capable of entering information into a centralized asset tracking datastore, the method comprising:

(a)   receiving ~~a particular~~ the asset item from an upstream supplier;

(b)   deriving from the ~~particular~~ asset item a ~~unique~~ Universal Resource Locator (URL) that is uniquely associated with the asset item; and

(c)   retrieving information related to the ~~particular~~ asset item from a centralized asset tracking datastore based upon the ~~unique~~ URL, the information having been gathered by an independent upstream supplier entity.

22.   (*currently amended*) The method of claim 21, wherein act (b) comprises:
reading the ~~unique~~ URL affixed upon the ~~particular~~ asset item.

23.   (*currently amended*) The method of claim 21, wherein act (b) comprises:
reading the ~~unique~~ URL affixed to a tag attached to the ~~particular~~ asset item.

24.   (*currently amended*) The method of claim 21, wherein act (b) comprises:
reading the ~~unique~~ URL printed upon packaging associated with the ~~particular~~ asset item.

25.   (*currently amended*) The method of claim 21, wherein act (b) comprises:
optically scanning the ~~unique~~ URL encoded in an optically scanable format, printed on a medium associated with the ~~particular~~ asset item.

26.   (*currently amended*) The method of claim 21, wherein act (b) comprises:
optically scanning the ~~unique~~ URL encoded in an optically scanable format, printed upon the ~~particular~~ asset item.

27.   (*currently amended*) The method of claim 21, wherein act (b) comprises:

magnetically scanning the ~~unique~~ URL encoded in a magnetically scanable format, disposed on a medium associated with the ~~particular~~ asset <u>item</u>.

28.   (*currently amended*) The method of claim 21, wherein act (b) comprises:

magnetically scanning the ~~unique~~ URL encoded in a magnetically scanable format, disposed upon the ~~particular~~ asset <u>item</u>.

29.   (*currently amended*) The method of claim 21, wherein act (c) comprises:

using the ~~unique~~ URL to access a webpage uniquely associated with the ~~particular~~ asset <u>item</u>, the webpage containing information related to the ~~particular~~ asset <u>item</u>.

30.   (*currently amended*) A method for managing asset tracking information related to a<u>n</u> ~~particular~~ asset <u>item</u> within a supply chain, the supply chain comprising a plurality of supplier entities capable of accessing a centralized asset tracking datastore, the method comprising:

(a)   gathering information pertaining to ~~a particular~~ <u>the</u> asset <u>item</u>;

(b)   transmitting the information to the centralized asset tracking datastore, the information being associated with the ~~particular~~ asset <u>item</u>, independent of any particular transaction;

(c)   sending the ~~particular~~ asset <u>item</u> from an upstream entity to a downstream entity;

(d)   deriving from the ~~particular~~ asset <u>item</u> a unique Universal Resource Locator (URL)<u> that is unique to the asset item</u>, in response to having received the ~~particular~~ asset <u>item</u>;

(e)   gathering downstream information pertaining to the ~~particular~~ asset <u>item</u>;

(f)   associating the downstream information with the unique URL independent of any particular transaction;

(g)   transmitting the downstream information, associated with the unique URL, to the centralized asset tracking datastore; and

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(h)   recording the downstream information from the downstream provider in association with information from the upstream entity.

31.   (*currently amended*) The method of claim 30, wherein act (b) comprises:

entering the information into a webpage being uniquely associated with the ~~particular~~ asset item.

32.   (*original*) The method of claim 31, wherein acts (f) and (g) comprise:

entering the downstream information into the webpage.

33.   (*canceled*)

34.   (*currently amended*) A product that has been handled in an asset-based information tracking supply chain, the product comprising:

an~~particular~~ asset item; and

a ~~unique~~ Universal Resource Locator (URL) encoded upon a medium attached to the ~~particular~~ asset item, the URL uniquely associated with the asset item and ~~the unique URL~~ corresponding to a web page for presenting information related to the ~~particular~~ asset item.

35.   (*currently amended*) The product of claim 34, wherein the ~~unique~~ URL encoded upon a medium comprises a magnetic strip attached to the ~~particular~~ asset item, the magnetic strip being encoded with the ~~unique~~ Universal Resource Locator.

36.   (*currently amended*) The product of claim 34, wherein the ~~unique~~ URL encoded upon a medium comprises a tag attached to the ~~particular~~ asset item, the tag having the ~~unique~~ URL printed thereupon.

37.   (*currently amended*) The product of claim 34, wherein the ~~unique~~ URL encoded upon a medium comprises an optical strip attached to the ~~particular~~ asset item, the optical strip being encoded with the ~~unique~~ URL.

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38.   (*currently amended*) The product of claim 34, wherein the ~~unique~~ URL encoded upon a medium comprises a barcode attached to the ~~particular~~ asset item, the barcode being encoded with the ~~unique~~ URL.

39.   (*currently amended*) A system for storing and making available asset-related information regarding an ~~particular~~ asset item within a supply chain, the supply chain comprising a plurality of entities capable of accessing a centralized datastore, the system comprising:

the datastore, configured and arranged to store information related to ~~a particular~~ the asset item as an information set;

a server, in communication with the datastore, the server being configured and arranged to implement a definition of a webpage, the webpage being defined so as to require webpage population with at least a subset of the information set stored in the datastore, and the webpage being uniquely associated with the ~~particular~~ asset item; and

a network configured and arranged to provide information connectivity between the server and business systems possessed by the entities comprising the supply chain.

40.   (*currently amended*) The system of claim 39, wherein webpage is configured and arranged to contain a hyperlink pointing to a webpage uniquely associated with a second ~~particular~~ asset item, the second ~~particular~~ asset item being associated with the first ~~particular~~ asset item.

41.   (*withdrawn*)   A method of tracking a particular asset using one or more networks, the method comprising:

associating an identification code with the particular asset, the identification code uniquely identify the particular asset and representing a network address;

storing information relating to the particular asset at a location addressable by the network address represented by the identification code; and

accessing, via the one or more networks, at least some of the information relating to the particular asset using the identification code.

42.   (*withdrawn*)   A method of tracking a particular asset using one or more networks, the method comprising:

attaching a unique identification code to the particular asset;

storing information relating to the particular asset at a database accessible from the one or more networks by way of a network access identifier; and

accessing the information relating to the particular asset from the database using the unique identification code as the network access identifier.

43.   (*withdrawn*)   The method according to claim 42, wherein attaching a unique identification code to the particular asset comprises:

encoding the unique identification code using one of a magnetic, optical, or bar code; and

affixing the encoded unique identification code to the particular asset.

44.   (*withdrawn*)   The method according to claim 42, wherein attaching a unique identification code to the particular asset comprises affixing the unique identification code to the particular asset.

45.   (*withdrawn*)   The method according to claim 42, wherein storing information relating to the particular asset comprises:

transferring the particular asset from one point of a supply chain to another point of the supply chain;

accumulating information associated with the particular asset at one or more points of the supply chain; and

writing the accumulated information to the database by addressing the database via the one or more networks using the unique identification code.

46.   (*withdrawn*)   In a network-based asset tracking system, information pertaining to a particular asset is tracked throughout a lifecycle of the particular asset, the particular asset comprising an identification code attached to the particular asset, wherein the identification code represents both a unique identification of the particular asset being tracked and a network address of a network-based repository location where the information pertaining to the particular asset is accessible.

47.   (*withdrawn*)   The particular asset according to claim 46, wherein the network access identifier includes a Uniform Resource Locator (URL) of a webpage associated with the network-based repository that is used to store information pertaining to the particular asset.

48.   (*withdrawn*)   The particular asset according to claim 47, wherein the network access identifier includes the URL of the webpage associated with the network-based repository that is used to retrieve information pertaining to the particular asset.

49.   (*withdrawn*)   An asset associated with a supply chain, the asset comprising an identification code physically associated therewith, wherein the identification code represents both a unique identifier uniquely identifying the asset and a network address of a network-based repository location where information pertaining to the asset is accessible via a network.